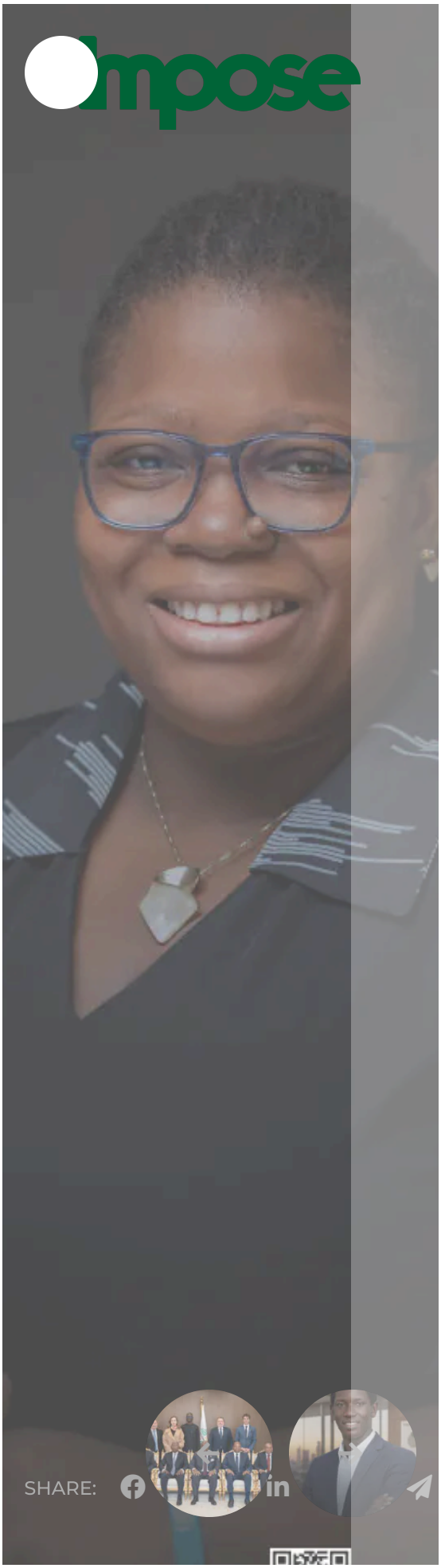
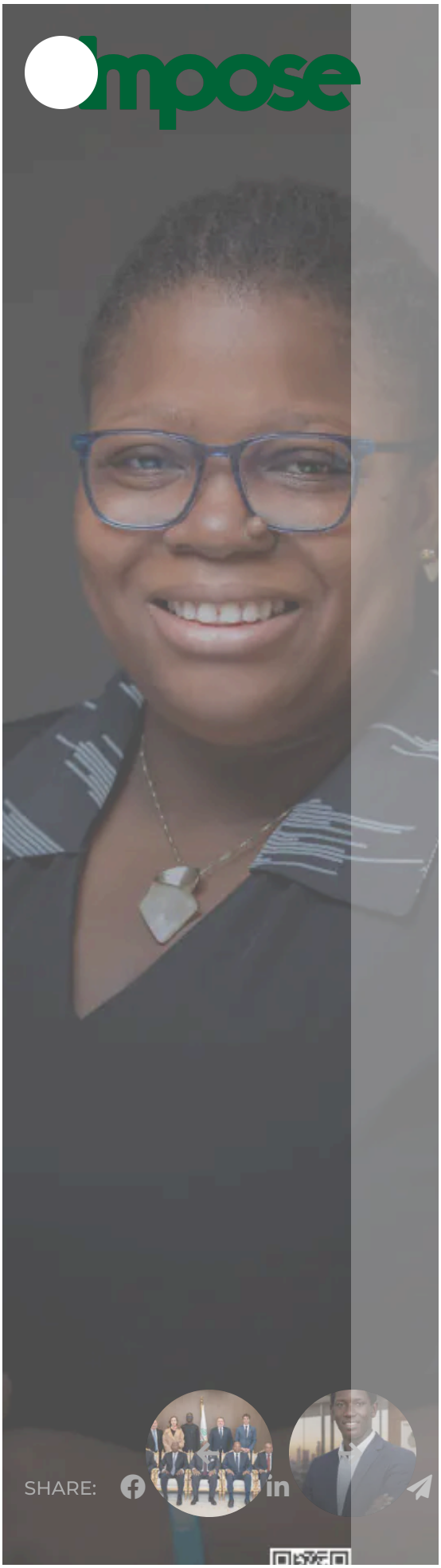


IMPOSED

THEY ARE CHANGING THE GAME: THE NEW FEMALE POWER

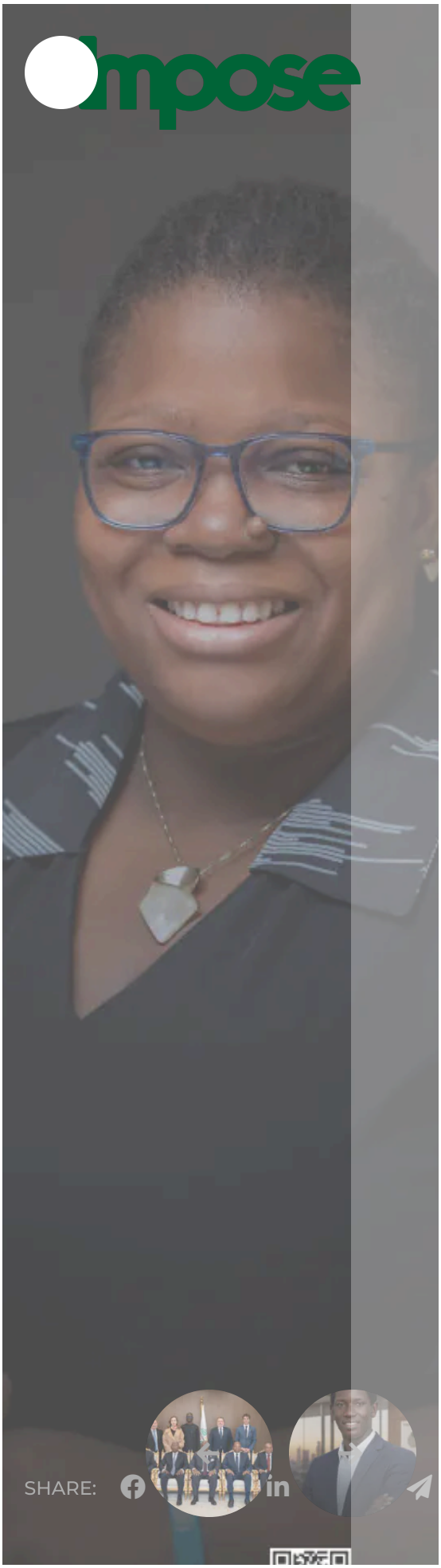


OF INNOVATION

the editorial staff 2026-04-10

In a context where innovation, performance, and social impact must now go hand in hand, certain women are redefining the rules of the game. At the crossroads of industrial demands and realities on the ground, Alahassa Gwladys, Managing Director of Quotto Benin , embodies a new generation of leaders capable of transforming complex constraints into concrete solutions.

Throughout her career, she has developed a vision of leadership based on rigor, accountability, and measurable impact. In this interview,



she reflects on the foundations of her commitment, her understanding of energy challenges in West Africa, and the pivotal role women play today in innovative sectors.

Your career path has led you to thrive in demanding environments. What were the key moments that shaped your leadership today?

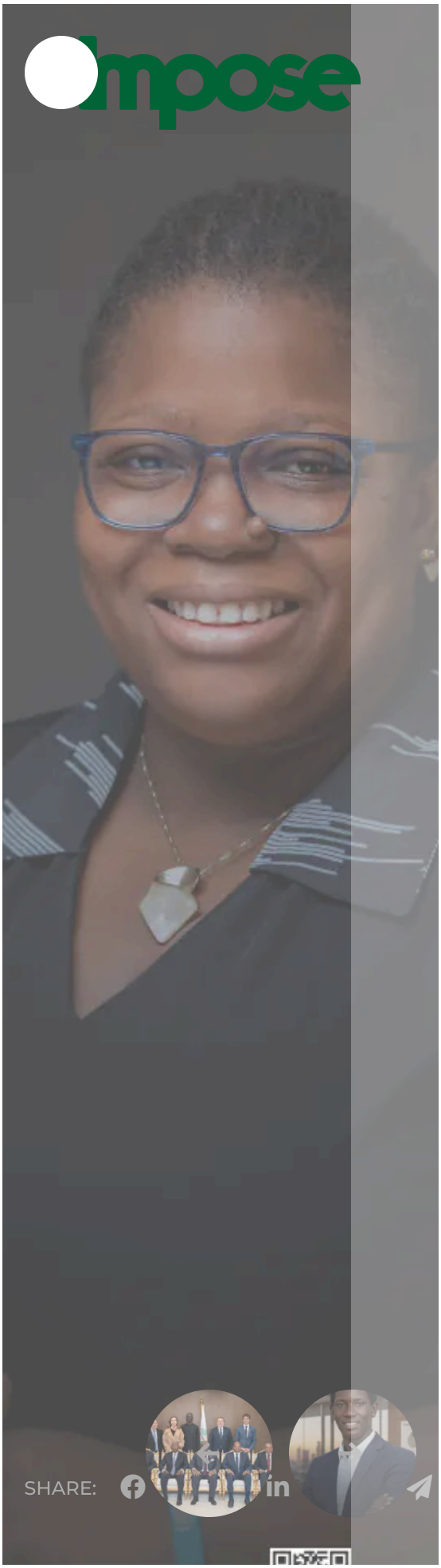
My leadership was built very early on in demanding environments, particularly scientific and industrial ones.

The first turning point was the realization of a gap between the technical potential of our talents and the reality on the ground. We were well-trained, but had little exposure to inspiring role models or environments that fully valued our abilities.

Next, listening to the experiences of our elders was crucial. Many expressed limited career paths not due to a lack of skills, but due to a lack of support, openness, or knowledge transfer.

That made a lasting impression on me.

Finally, my gradual progression into management roles was a major turning point. I realized that leadership is not a promotion, but a profession in its own right. It requires a shift in mindset, perspective, and the ability to build, not just execute.



How do you define your management style in a context where performance, human engagement and impact must coexist?

I practice a demanding yet caring management style.

Humanity is at the center, but performance remains an end in itself. I firmly believe that the two are not mutually exclusive.

My approach is based on three pillars:

– problem-solving,

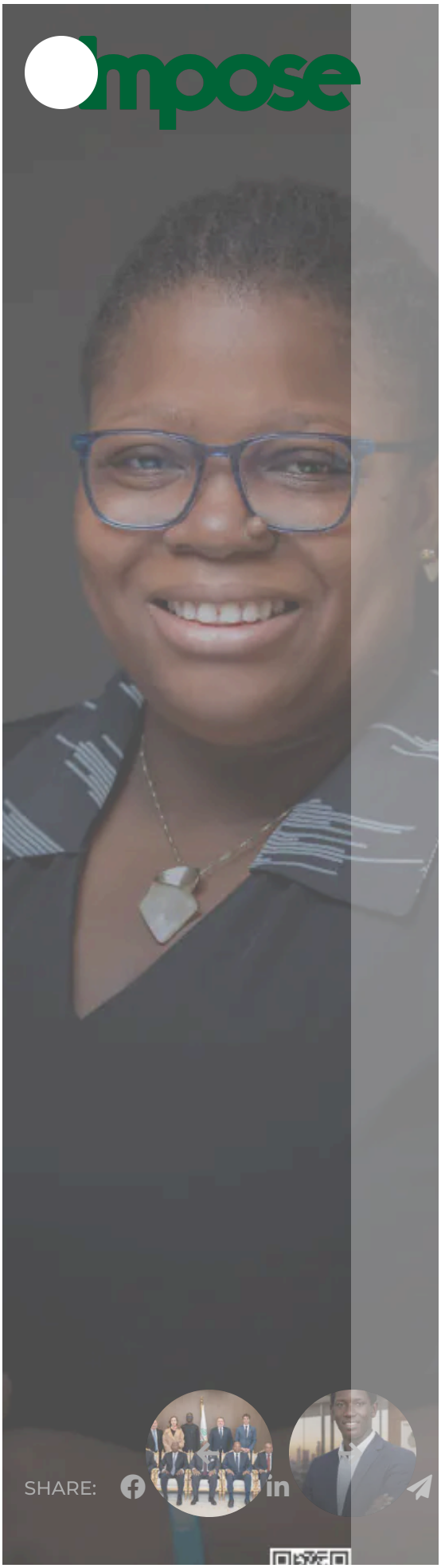
– accountability,

– and the recognition of efforts.

I don't believe in victimhood. Difficulties exist, but they must become levers for transformation.

I create a clear framework in which everyone can express themselves, experiment, learn, and progress. Weakness itself is not a problem. It's the repetition of that weakness without learning that becomes one.

When a group feels confident and structured, it becomes extremely



powerful.

As a female leader, have you encountered any specific challenges in your career? How did you overcome them?

Yes of course.

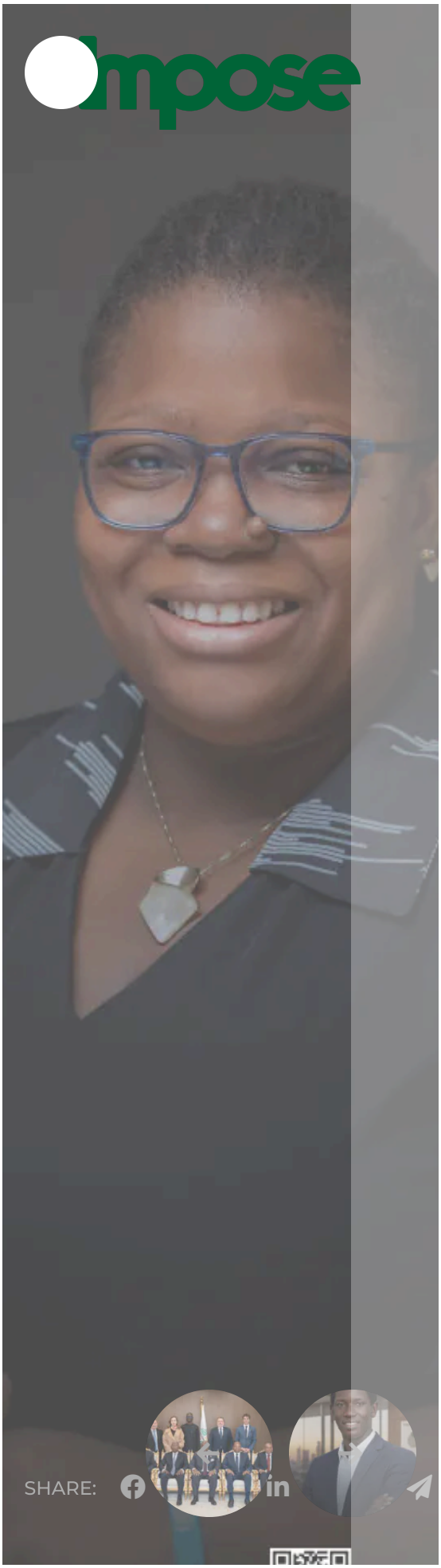
The challenges are not solely related to gender, but they are sometimes amplified: legitimacy, speaking out, ability to mobilize, leadership posture.

I didn't face them simultaneously. I learned to prioritize, to accept not being perfect immediately, and above all, to gradually build my value.

Becoming a leader forced me to change my profession, not just my position. It implies a personal transformation: in the way I think, decide, and take responsibility.

Innovating to make an impact: rethinking access to energy

Quotto Benin operates in the renewable energy sector. What



vision guides your actions at the head of this company?

My vision is simple: to make Qotto the benchmark for reliable and accessible support in the field of energy.

We don't just sell energy solutions.

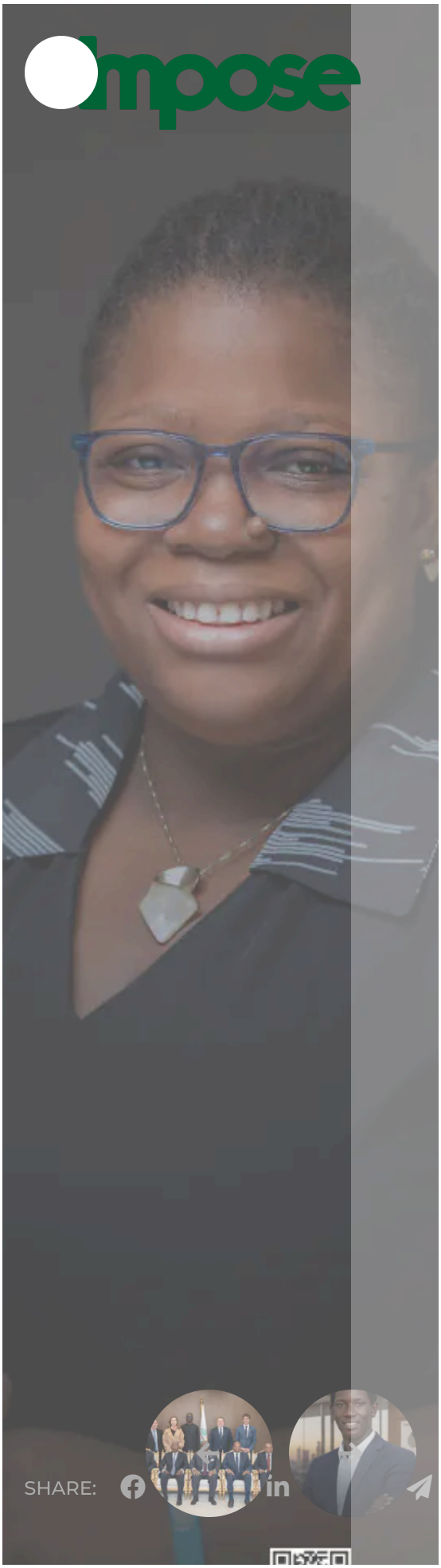
We enable people to access a better living environment, in a gradual way and adapted to their abilities.

In a market where after-sales service, warranty and trust were limited, we introduced a model based on ongoing support.

Our ambition is twofold:

- to tangibly improve the lives of customers,
- and build a lasting relationship of trust with our partners and investors.

How do your solutions concretely contribute to transforming the daily lives of your customers?



The impact is very tangible.

People who previously lacked access to certain solutions can now access them through models tailored to their income.

This changes everything:

- the learning conditions of children,
- the development of economic activities,
- the comfort and safety of families.

Energy does not just transform space.

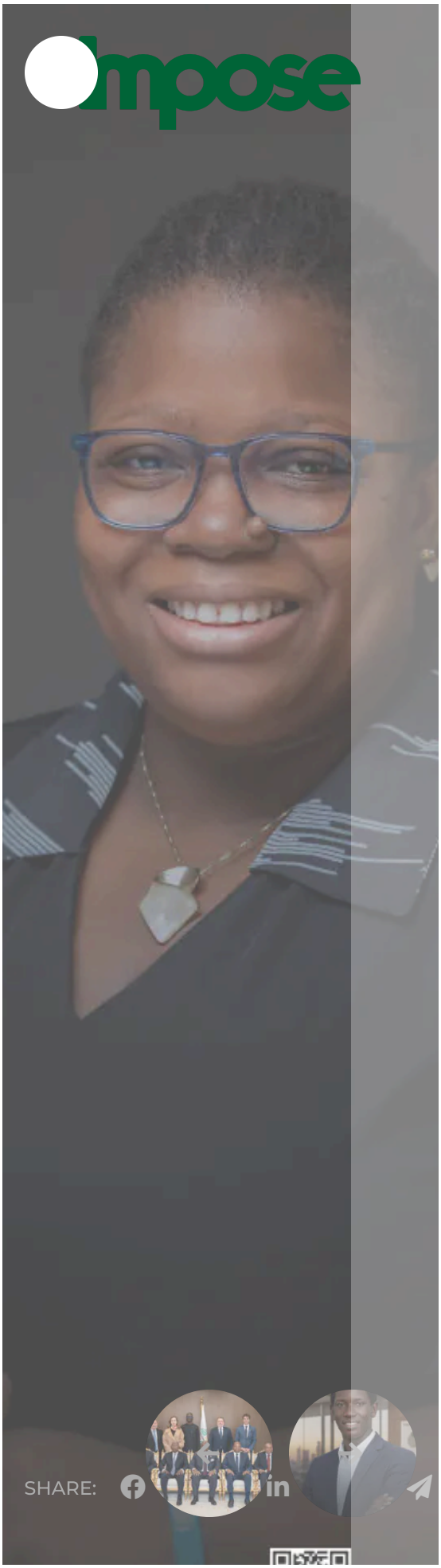
It transforms perspectives.

When the light arrives, the projects begin.

In a sector as strategic as energy, what are the main challenges to be addressed in West Africa today?

The first challenge is the very complexity of the sector.

Energy is a high-risk sector that requires regulation, quality, and technical expertise. It's not a market where improvisation is an option.



Next, there is:

- the cost of access,
- the quality of the infrastructure,
- the speed of deployment,
- and the conditions of accessibility for the population.

The challenge is to balance accessibility, safety and sustainability.

Innovation is at the heart of your business. How do you define it in your context and how is it reflected in your daily operations?

For me, innovation is not a technological demonstration.

It is the ability to tangibly improve people's lives.

We innovated by starting from reality:

- understand the constraints of daily life and propose suitable solutions, even if they go against market standards.
- Innovation is about creating a new experience that reduces existing

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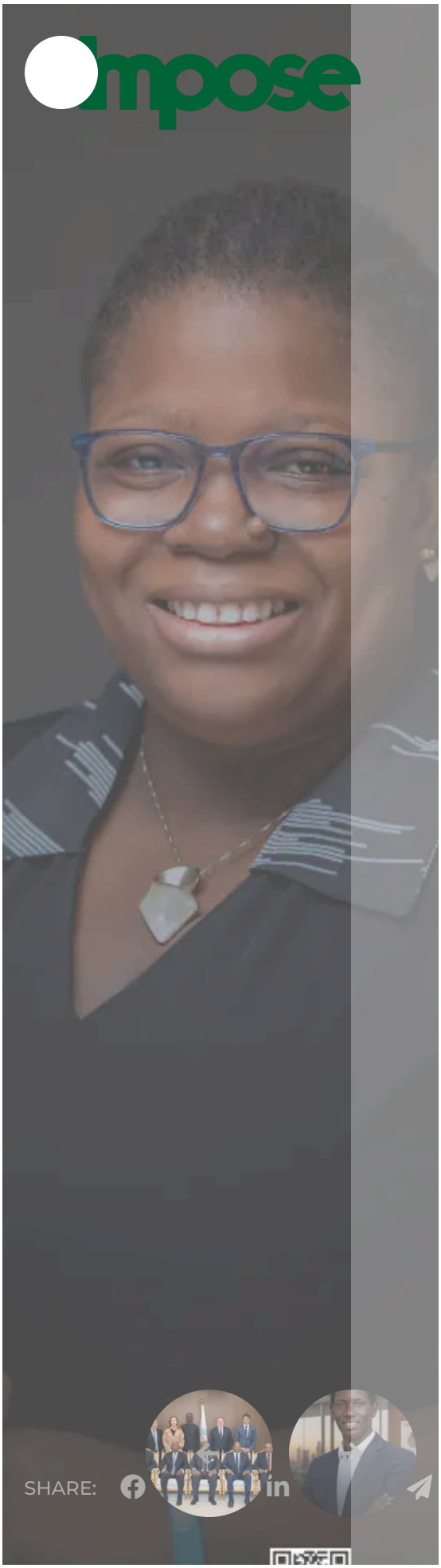

pain.

And this translates on a daily basis into constant listening, agility, and an ability to quickly adjust our models.

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The new female power: discipline, action and lasting transformation

- **The theme of this issue highlights the “new female power”. How do you perceive the evolving role of women in innovative sectors in Africa?**

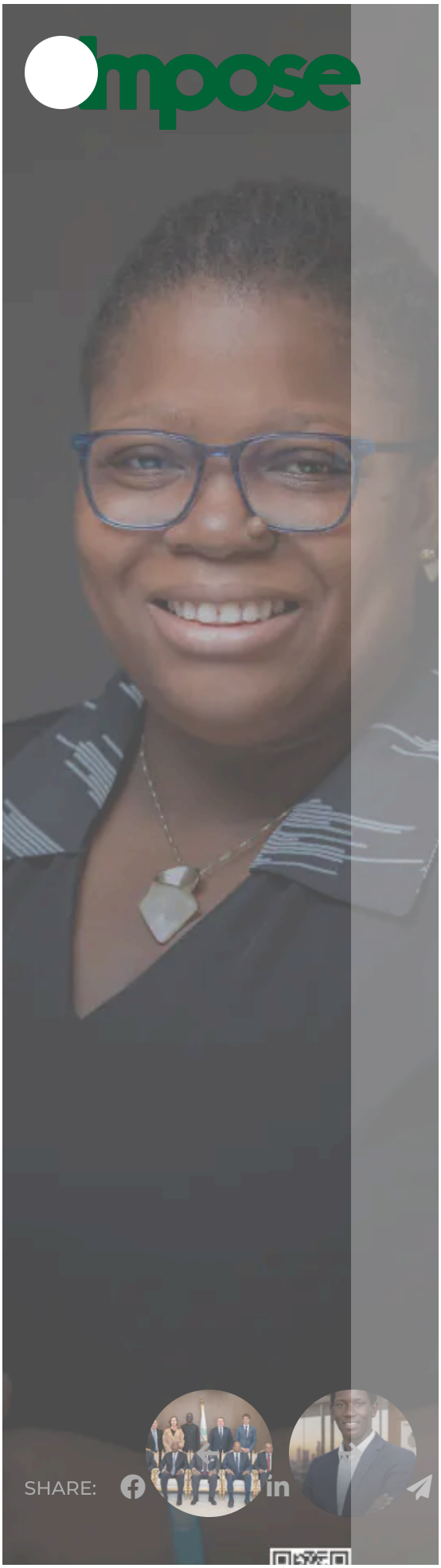
I see it as a real increase in power.

Women have an exceptional capacity for adaptation, resilience and management of constraints.

Today, more and more female figures are emerging, and this is profoundly changing the dynamics.

This is no longer an exception.

This is an ongoing transformation.



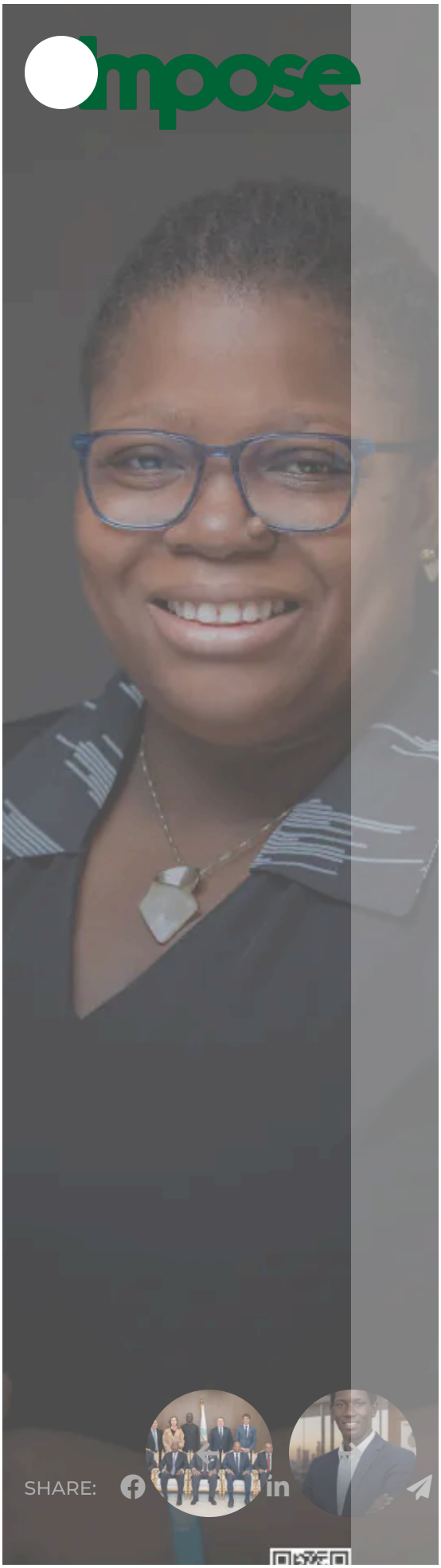
In your opinion, what distinguishes today's female leaders who manage to sustainably transform their environment?

Three key elements:

- discipline,
- the ability to make choices,
- and consistency.

Sustainable transformation means accepting to prioritize, sometimes to give up, and to remain aligned over time.

How can we further promote the emergence of women in technical and strategic sectors such as energy?



To provide concrete opportunities.

Not just training. Letting things happen.

With a clear framework, defined rules, but real freedom of action.

Leaders are built through practice, experimentation, and making mistakes.

What is your view on African youth, particularly young women who wish to pursue impactful careers?

I am deeply optimistic.

But a change of approach is needed.

Work alone is no longer enough.

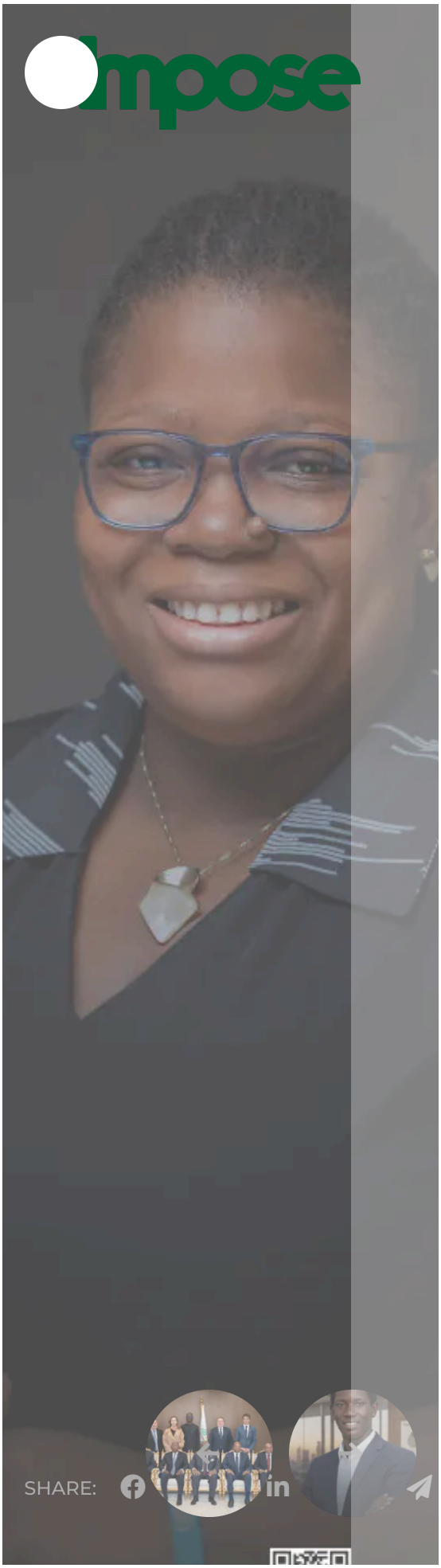
We need to make its impact visible.

We have long believed that “a job well done speaks for itself”.

Today, that is no longer sufficient.

We need to document, share, and show.

Otherwise, nobody will know.



Finally, what is your vision for the future of access to energy and the role that women leaders can play in Africa?

Women will play a central role.

Energy efficiency begins with usage, and usage is largely structured at the household level.

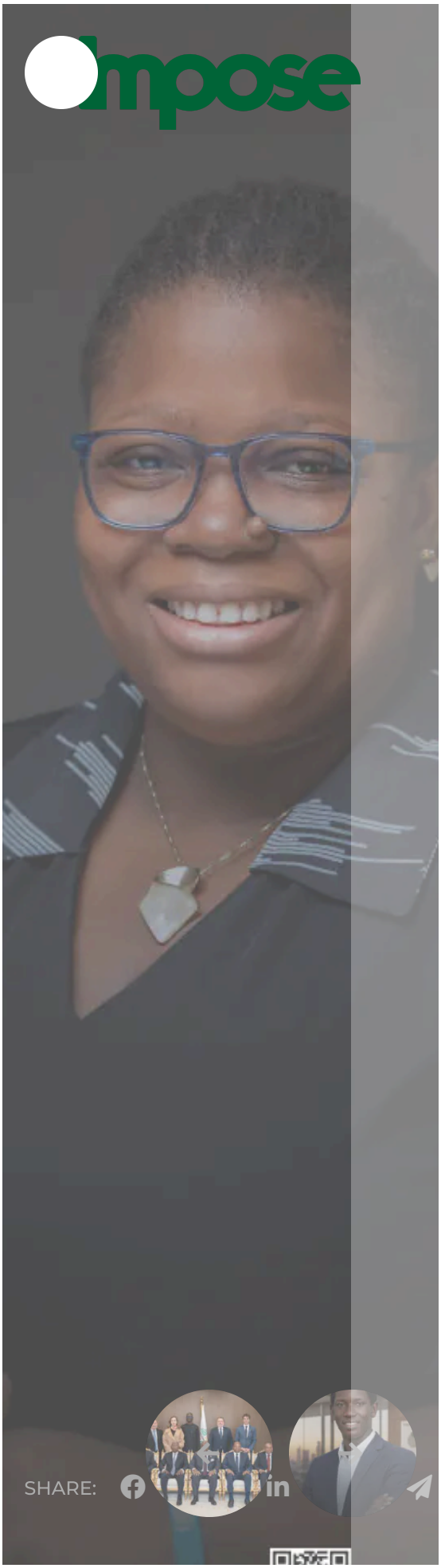
Women know how to optimize, arbitrate, and manage resources intelligently.

The future of energy will depend on this ability to use it better, not just to produce more.

And at this level, women have a crucial role to play.

In this interview, Alahassa Gwladys offers a clear-sighted perspective on leadership and innovation in Africa: a combination of high standards, vision, and a strong grounding in real-world situations. Her career illustrates a firm conviction: sustainably transforming a sector relies not only on technology, but also on the ability to understand user needs, structure viable models, and act consistently.

Beyond her personal experience, this interview opens up a broader reflection on the role of women in the transformation of strategic sectors. As energy, economic, and social challenges become more complex, one question remains: how can we support and empower this new



generation of leaders capable not only of innovating, but above all of sustainably transforming their environment?

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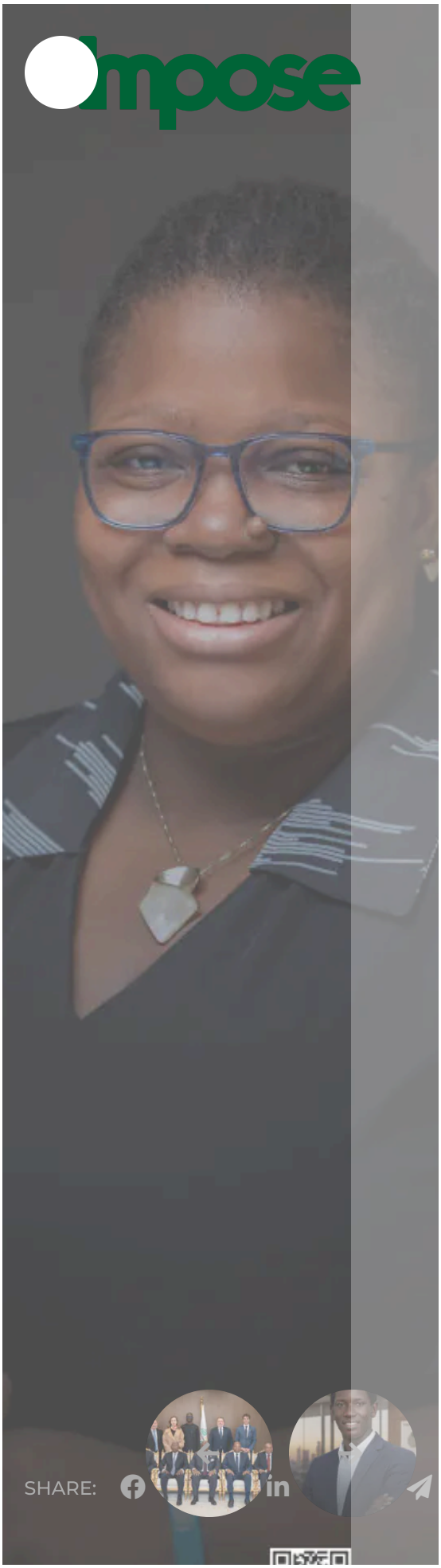

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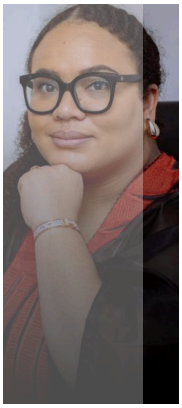

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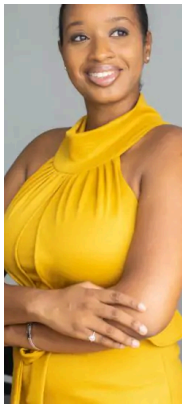

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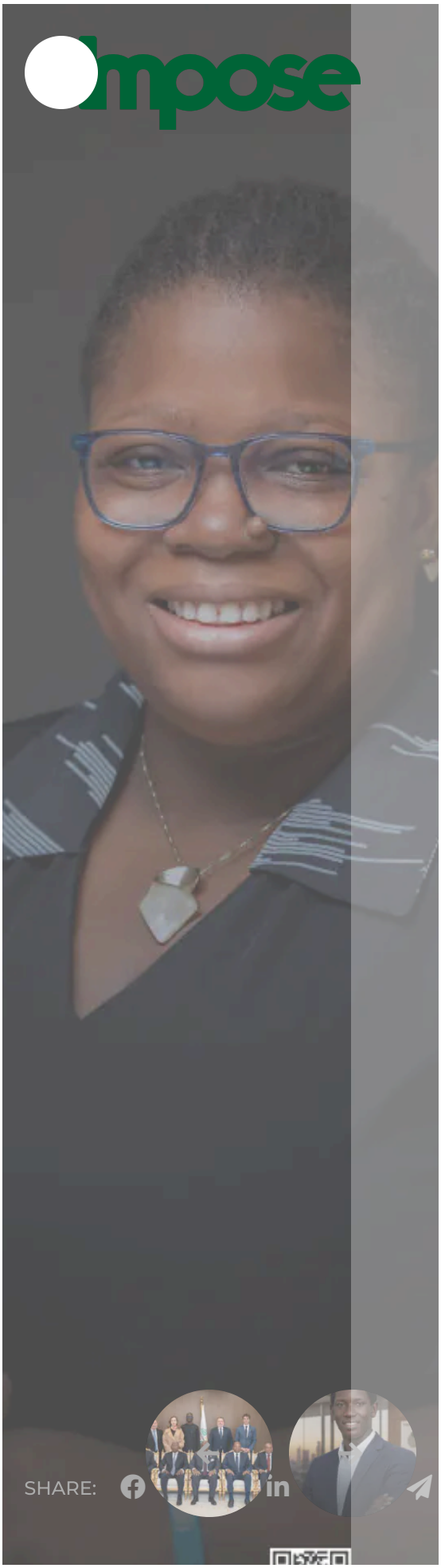

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